



FASHION FROM PORTUGAL TAKING OVER THE AMERICAN MARKET

The Fashion From Portugal project, launched by the ATP – Associação Têxtil e Vestuário de Portugal, will be organising its second event this year at the North American fashion mega-fair, Magic Market Week, Las Vegas, from 15 to 17 August.

The next edition of **Magic Market Week Las Vegas** that takes place from **15 to 17 August**, and which will have the participation of **7 Portuguese companies - Boom Bap Wear - Daily Day - Inimigo Clothing - Katty Xiomara – Koll3KT – Maloka – Qvinto** – as part of the **From Portugal project**, the **Fashion From Portugal** programme is **also launching its second event this year**, with the main objective of reclaiming the American market as one of the main destination of its exports in the textile sector.

“The North American market still holds great potential for the Portuguese textile and clothing industry, not only for home textiles, which has already had a reputation in the local market for some time, but also for fashion articles, which have been experiencing continuous growth in this segment for several years”, said **Paulo Vaz**, Director General of ATP (Association of Textiles and Clothing of Portugal) and the person in charge of the programme for promoting the sector’s image, “Fashion From Portugal”. **“Reclaiming the USA as one of the sector’s main export destinations is one of ATP’s strategic objectives towards 2020, and the “Fashion From Portugal” programme seeks to help in achieving that aspiration, promoting a more appreciative public recognition of “Made in Portugal” textiles, which will definitely serve as a catalyst for businesses, under a future framework of free trade between the European Union and the United States of America, under the TTIP, which would greatly benefit the Portuguese Textile and Clothing Industry”,** the association’s representative added.

After the first event launched in San Sebastian using the motto **“Designed in Portugal, Produced in Portugal, Dressed Worldwide”,** it will be the turn of the American market to receive the next advance of the Fashion From Portugal programme, bringing together Portuguese fashion and cuisine in a single event.

“We will make use of the frequent presence of Portuguese companies at Magic Market Week Las Vegas, the world’s greatest fair in the sector, which are supported there by the “From Portugal” project of the Associação Selectiva Moda, in order to simultaneously spread the country’s image in that field, through an event that will bring together local journalists, opinion-makers and buyers, where cuisine is related to fashion, for selling the Portuguese “lifestyle”, which is today a concept that has to be worked with in a comprehensive manner to increase the value chain, which Portugal manages excellently in textiles and clothing. Advertising in specialised media, outdoors in well-known locations and the distribution of publicity material will form part of the first intervention in the North American territory under the “Fashion From Portugal” programme, Paulo Vaz concluded.

The **“Fashion From Portugal”** programme, launched in March 2016, **will last for 2 years and will have an investment of more than 1.7 million euros**, being co-financed by the **European Structural and Investment Funds (ESIF)**, as part of the **Operational Programme for Competitiveness and Internationalisation (OPCI)**, under Portugal 2020 and **COMPETE 2020**.

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